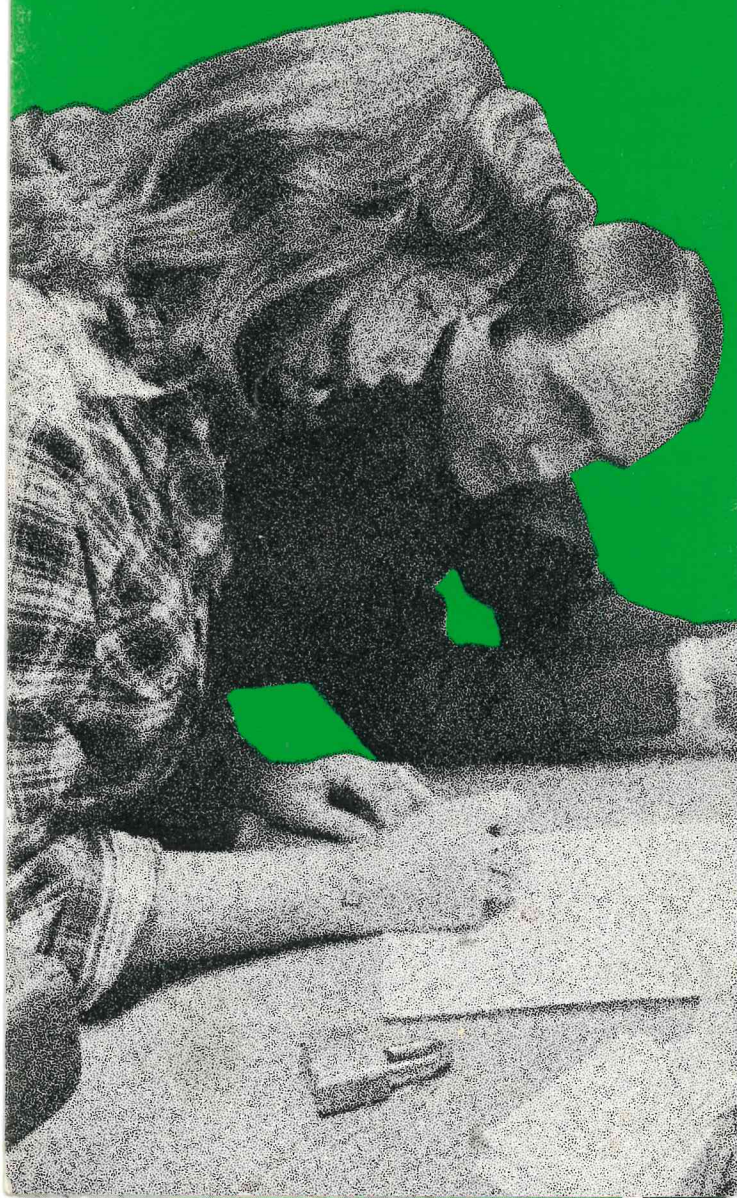


JUNIOR ACHIEVEMENT: YOU MAKE THE DIFFERENCE



IN JA —
YOU
MAKE THE
DIFFERENCE

1.

**In guiding young people in a practical
business experience.**

2.

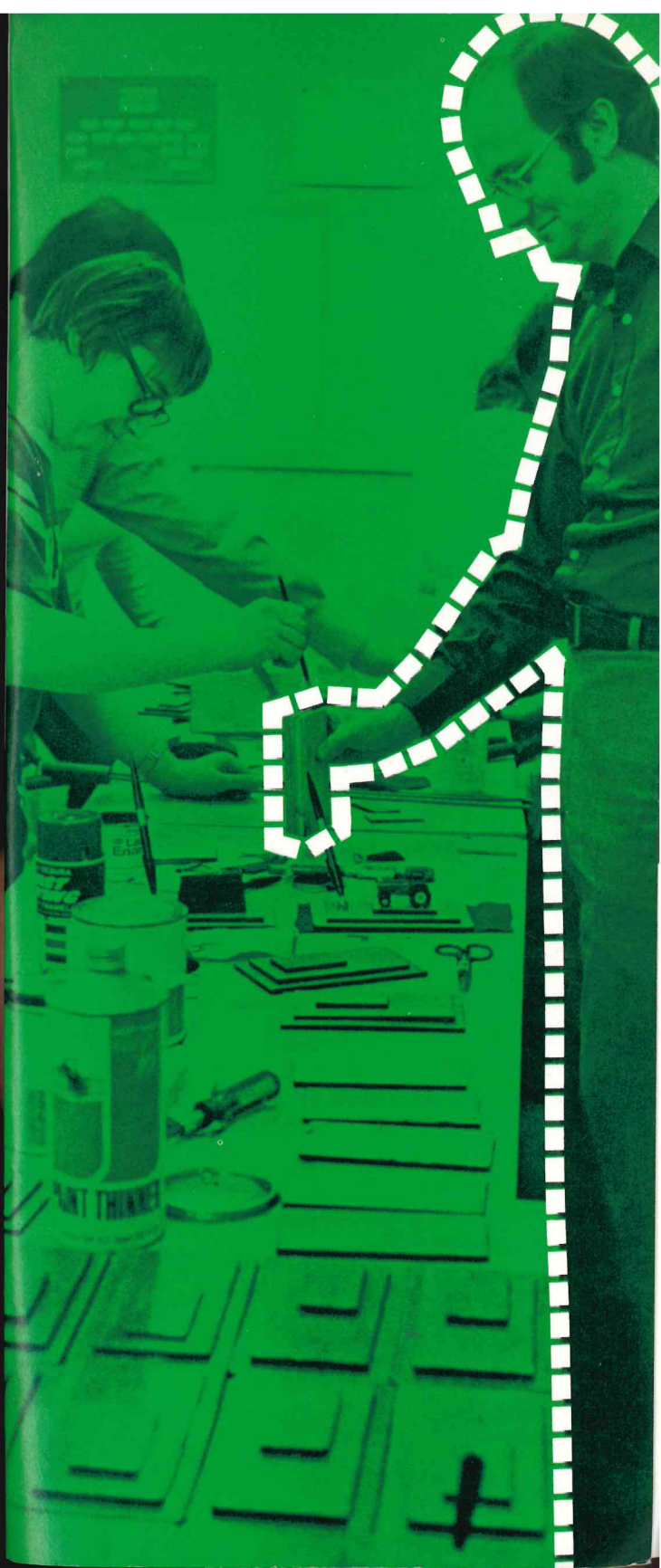
**In providing an example of
management skills and leadership.**

3.

**In demonstrating sound economic
and business principles.**

You make all the difference to
achievers in their search for careers,
in their steps to the future.

When you serve as a JA Company
adviser, you have the satisfaction of a
positive contribution to youth and to
the business community.



What is Junior Achievement?

Junior Achievement (JA) is the nation's oldest youth economic education program. It teaches high school students the principles of the private enterprise system by helping them run their own miniature businesses.

How do the high school JA companies operate?

At the start of the program the student members, under the guidance of adult volunteers called advisers, form into groups of approximately 20 each. Each group subsequently functions as a small business, meeting one night a week for two hours in order to:

- sell stock to capitalize
- elect officers
- choose a product to manufacture or a service to offer
- keep books and map out marketing plans
- pay salaries, rent (and taxes, as appropriate)
- produce, promote and sell their company's product or service

At the end of the school year, they:

- liquidate their company
- publish an annual report
- return dividends to stockholders

What are the Responsibilities of Advisers?

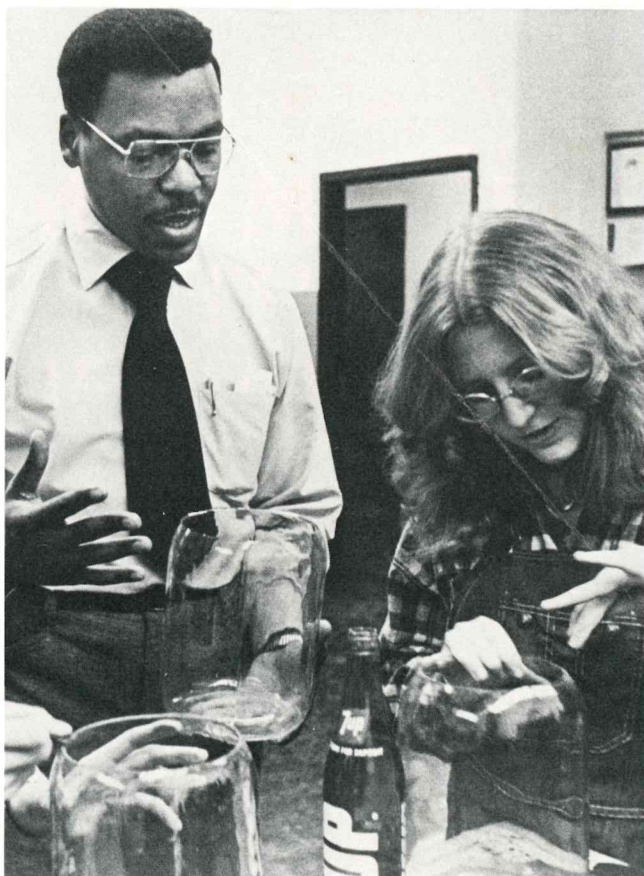
Training. Before becoming a JA company adviser, volunteers must have between seven and ten hours of training, which is administered by JA professional staff, usually during one or more weekday meetings.

Time commitment. JA companies meet one evening a week for two hours, with all advisers present. In addition, adviser teams may meet on their own time to discuss company progress or problems.



JA company responsibilities. Advisers generally divide the JA company responsibilities so that each member of the team is counseling the teenagers in his or her particular specialty. Advisers are also responsible for deciding on the "starter product" with which the teenagers will launch their manufacturing operation. (Advisers are provided a step-by-step breakdown of these responsibilities throughout the JA program year.)





What are the benefits of Advising a JA Company?

Aside from the satisfaction of helping teenagers grow personally and in their understanding of business, advisers derive very real management training from the experience. After seeing the interdependent functioning of all the departments within a JA company, this greater knowledge of the whole can be applied to the adviser's own company.



JUNIOR ACHIEVEMENT

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